



Blue Cross
Blue Shield
of Florida



UNITED SPECIAL
WAY ISSUE

profile

TOUCH A LIFE THROUGH OUR UNITED WAY CAMPAIGN

two

United Way Campaign
Chairman addresses
employees



Editor's Note: Blue Cross and Blue Shield of Florida's 1994 United Way campaign is now underway. This year's theme is "Touch A Life." This special issue of *Profile* will explain why your support is so crucial and will outline several features of the campaign, including rallies, a Day of Caring, the Keel Club, employee volunteers and how you can participate in this annual fund-raising event. Read on to discover how you can "Touch A Life."

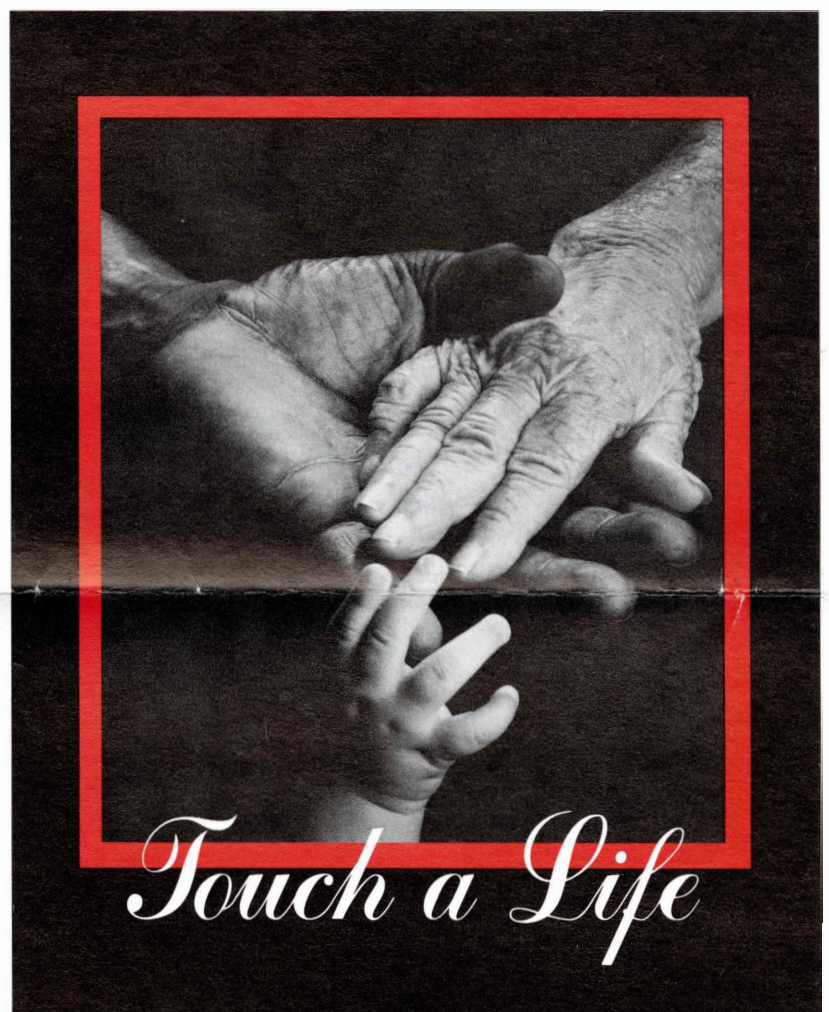
The weekend Hurricane Emily approached Florida, anxious shoppers who were stocking up on batteries, water, canned food, diapers and other supplies for the possible disaster stood in long lines at grocery stores.

Folks were visibly nervous about what course the hurricane would take. After all, it was just a year ago that Hurricane Andrew struck the Southern tip of Florida, showing how devastating a hurricane could be. They prayed that Emily would bypass the state and spare us all.

Fortunately, Hurricane Emily bypassed Florida. But had she hit, there would have been immediate assistance available from a number of United Way agencies.

United Way Agencies Address a Variety of Needs

It's not just the uncommon events like hurricanes that require our attention and our involvement. Homelessness, illiteracy, domestic abuse and poverty are some of the daily catastrophes that threaten all of us, individually and as a community.



More than 1,000 United Way agencies throughout the state provide valuable services to people who otherwise might not receive them. They help families and teenagers in crisis,

provide quality day care for working parents, teach young and old to read, care for the elderly, and offer such services as credit counseling, relocation assistance and tutoring. They help those in need get back on their feet and become productive members of society.

But United Way agencies aren't only for the homeless or underprivileged. Many of us have been touched by the United Way, some without ever knowing it. For example, the Boy and Girl Scout programs, which have helped shape thousands of young Floridians, are United Way agencies. Other agencies provide services such as family counseling and health and safety

"This year's theme, 'Touch A Life,' emphasizes that our donations directly benefit or enhance the lives of those in our community," says Jennings.

continued on page 2

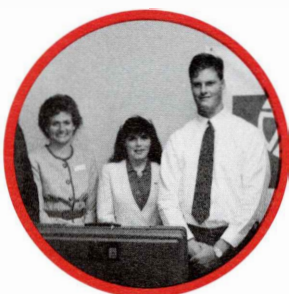
three

Employees who have
touched lives



five

Regions go "Above
and Beyond"





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cover continued

continued from page 1

education. In many cases, costs are determined on a sliding scale, making help affordable for all incomes.

Our Support is Crucial

It's only with our support that the United Way is able to make a difference every day to people in need. Your support allows United Way agencies to touch lives in profound and long-lasting ways. Without you, there is no help and no hope.

"Our support of United Way is vital," says Paul Jennings, vice president of Direct Markets and Chairman of this year's campaign. "It's important for a company of our size and stature to support this important community effort. We see this campaign as a partnership between our employees, the United Way and the company that serves the community. For this reason, we have set an ambitious goal of raising \$475,000 this year."

Although many charities seek our support, says Jennings, we channel most of our support through the United Way because its values and beliefs are very

continued on page 4

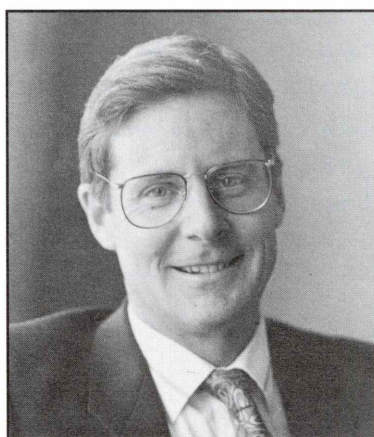


Paul Jennings, United Way Campaign Chairman, addresses employees at one of the more than 60 employee rallies planned during the campaign.



By contributing to the United Way campaign, employees can "touch a life" through their donations.

letter to employees



As we begin our 1994 United Way fund-raising campaign, I'd like to take a moment to thank you for your participation in this very worthy cause. We truly believe that supporting United Way is

one of the best ways we can demonstrate our commitment to the community.

Last year, we contributed more than \$440,000 to the United Way. This donation of nearly half a million dollars not only demonstrates the generosity of our employees, it shows that our partnership with employees, the United Way and the company to serve the community has been successful.

We chose "Touch A Life" as the theme for this year's campaign because we think it's important for all of us to realize that our donations of time and money really do make a difference to people in need.

To further the impact of employees' donations, BCBSF's corporate gift (\$25,000 in 1993) will be used to help defray United Way's administrative costs.

Based on your recommendations following last year's campaign, your United Way Steering Committee has made several changes to the 1994 campaign. You can read more about them in this special issue of *Profile*.

If you have any questions about the United Way, its member agencies, our campaign or how your donations can help make a difference in the community, please ask your United Way team captain, co-captain or me for more information.

We are looking forward to a very successful campaign and hope to continue our outstanding level of support this year.

Thank you for your generosity and your support. With your help, we will truly "Touch A Life."

Paul Jennings

Paul Jennings
Chairman, 1994 United Way Campaign

in the spotlight

Employees Who Have Touched Lives

"When we give of ourselves, we get back so much more," is the unanimous response of BCBSF employees who actively volunteer at United Way agencies.

Here are the stories of four BCBSF employees who have found that volunteer work not only helps others, it also brings great personal fulfillment and joy.

Lynda Goldman, of OD&T, uses her special abilities and talents to help the women of Hubbard House, a home where abused women are given a safe haven while they rebuild their shattered lives. Lynda teaches presentation skills to women who have survived their experiences and are ready to share them. She helps them prepare and rehearse for speaking engagements at civic, business and educational groups and for interviews with the media. By speaking to these groups, these battered women not only raise the level of awareness of this problem and gain support for the work of Hubbard House, they also continue their own healing process.

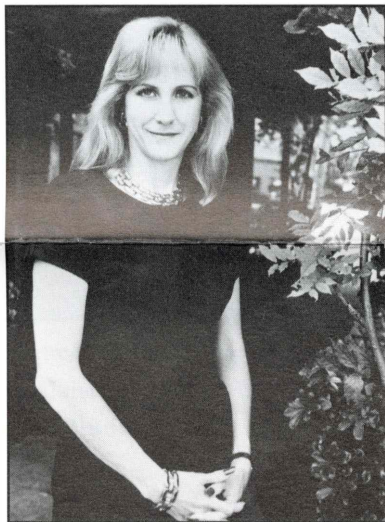
Lynda chose this agency because she empathizes with battered women and believes there is a tremendous need to address this issue. "This is a problem that touches all ethnic and socio-economic levels. When these women share their stories, you see a face, a person behind the dry statistics regarding abuse," says Lynda.

In the nine months that Lynda has been working with the Hubbard House, she has helped 12 women prepare to tell their stories in a clear and concise way and connect with the audience. "It only takes an evening here and there, as needed," says Lynda. "Yet it's so rewarding to see these wom-

en take control of their lives and share themselves with the community."

What has she gained from this experience? "A wonderful sense of being able to help, even a little bit, to make a difference in these courageous women's lives."

Boy Scouts is the agency of choice for Dennis Kelemen of Cost Accounting. An Eagle Scout himself, he wanted to share his good experiences with his son. Now he serves in several capacities,

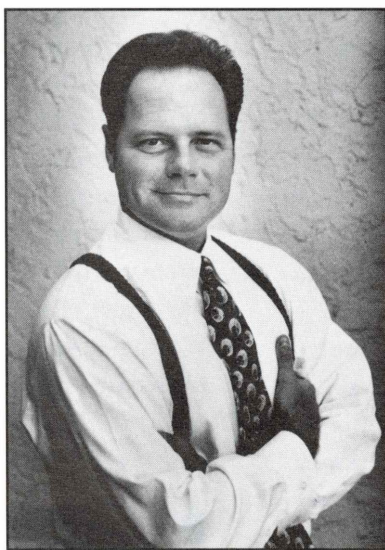


Beverly Eng

among them assistant scoutmaster and troops committee secretary. Besides his son, Dennis also sponsors two boys who don't have a father.

"During my five years in scouting, I have watched the boys' self-esteem and self-confidence grow," says Dennis. "It's great to watch them mature as they adopt scouting principles such as leadership, community service and respect for the American flag."

The time he devotes to scouting varies from two to six hours a week, with occasional weekend



Mark Sewell

camping trips. Although he no longer looks forward to sleeping in a tent, he says the trips are worth it just to watch the boys learn their outdoor skills and see them cook all their meals. "It's a joy to be passing this on not only to my son, but to all the boys in the troop," he says.

Two BCBSF employees help illiterate adults learn the basics of reading and writing in a one-on-one setting as part of the Learn to Read program.

Mark Sewell of State Group Administration chose the Learn to Read program because he feels strongly about the importance of reading and writing skills. "I quickly realized that the students were highly inventive individuals who had devised their own ways to cope with their inability to read," says Mark.

During his four years with Learn to Read, Mark has worked with three students. He says it's been extremely rewarding to watch students who couldn't read at all learn to read things many of us take for granted, such as street signs, dictionaries and newspapers.

Mark says the four hours he spends each week working one-on-one is a small price to pay for a surprising benefit he has received. "Not only has it made me realize how fortunate I've been to have the advantage of a strong academic background, it helps put my problems in perspective," he says.

Another Learn to Read volunteer, Beverly Eng of Real Estate and Facilities Planning, has had similar feelings during her five years in the program. She has worked with one student and has moved from a businesslike teacher-student relationship to a more personal relationship in which she shares in each victory her student achieves.

continued on page 6



United Way

day of caring kicks off campaign

Forty-seven BCBSF United Way team captains and co-captains got a first hand look at several United Way agencies and the people they serve during a special "Day of Caring," held September 7 to kick-off this year's campaign.

Some employees visited the Jacksonville Infant Day Care Center, where they painted and hung curtains, rocked babies, told stories, helped in classrooms, made games and created bulletin boards. Others visited Girls Incorporated, where they provided basic computer training. Many others visited Association of Retarded Citizens of Duval, where they worked on the Wall of Fame, a tribute to ARC clients who obtained jobs outside of ARC; bleached a deck; helped with landscaping; and interacted with children.

Following the morning's work, participants attended a campaign luncheon at the Justina Elementary School cafeteria where they shared the day's experiences, and learned more about the campaign and their role as captains and co-captains. United Way of Northeast Florida President Don Custis spoke to participants about the importance of the United Way to the community and answered their questions.



keel club steers the course

Just as the keel of a ship is its main support, the Keel Club provides strong support to the United Way.

The Keel Club is a United Way club that recognizes individuals who make a donation of \$1,000 or more a year. In the last three years, BCBSF's Keel Club membership has grown 500 percent. Sixty-five employees pledged that level of support to United Way last year, and 55 employees have joined at present time. Our Keel Club members demonstrate leadership within the company and the community with their generous pledges.

If you're interested in becoming a Keel Club member, contact United Way Campaign Co-Chairman Tony Hubbard, Vice President, National Business Operations, at (904) 828-1100.

cover continued

continued from page 2

consistent with our views on community support. Our corporate donation to the United Way is our single largest corporate charitable donation and underscores our support of our employee commitment, says Jennings.

"Employees consistently demonstrate exceptional care and concern for those in need by giving both time and money," says Jennings. "We feel confident that employees will continue to demonstrate outstanding participation in this year's campaign. BCBSF employees are extremely generous." One example of that generosity is the remarkable results of our summer Food Drive, which to date has collected 23,044 pounds of food and supplies for the state's food banks.

Another example is the amount employees donated during the United Way last year. Not only did employees donate more than \$440,000 during the campaign, they also served as volunteers for United Way agencies.

"This year's theme, 'Touch A Life,' emphasizes that our dona-

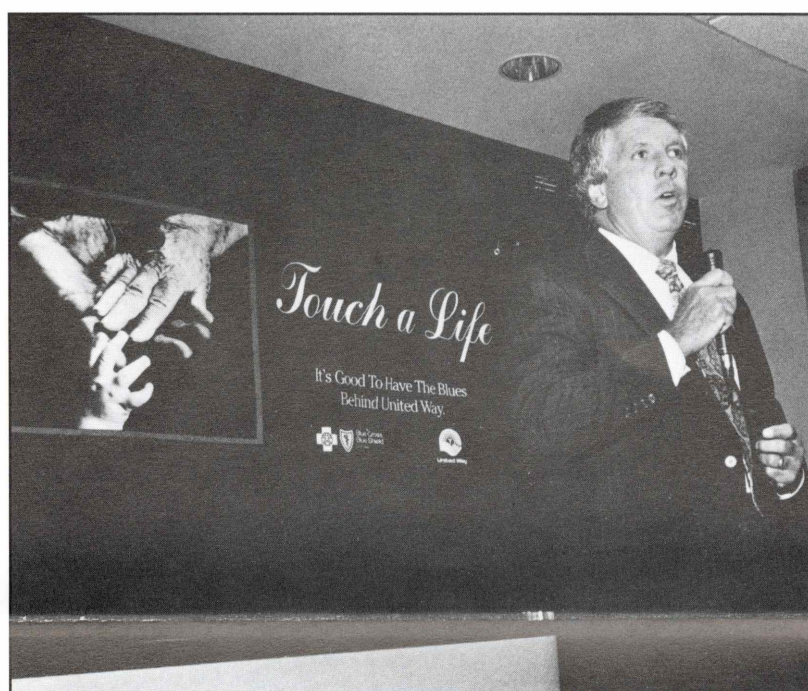
tions directly benefit or enhance the lives of those in our community. Individually, as employees of BCBSF, and as members of our community, we all benefit by giving to the United Way," says Jennings. "It is our employee support, this 'people to people' effort, that enables United Way agencies to reach more people in need and improve the quality of life for our community as a whole."

Support Lasts Throughout the Year

It's important that we don't underestimate the significance of our support. While our United Way fund-raising campaign lasts only a few weeks, the benefits of our support last much longer.

"It is important to keep our United Way agencies strong and well prepared to provide needed

continued on page 6



Don Van Dyke, Vice President, Direct Markets Operations, encourages DMO employees attending a rally to "give something back to our community" in support of the United Way campaign.

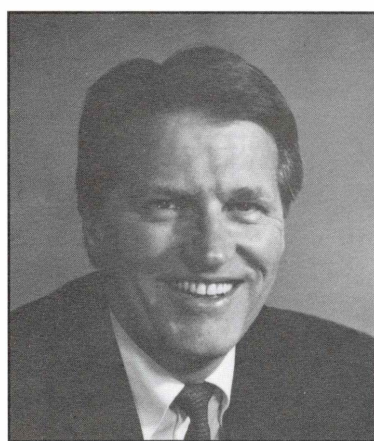
florida focus

New Chief Of The United Way Of Northeast Florida Renews Organizations' Commitment To The Community

A former Presbyterian minister with "impeccable credentials" is the new head of the United Way of Northeast Florida. Don Custis, who worked for 20 years for the United Way in four other cities before coming to Florida this spring, is determined to stay in touch with the needs of this community.

Since taking on his latest role, Custis has been meeting with community members and business leaders to get a clear understanding of the perceptions and needs of the community so he can determine how to best serve it.

In addition to listening to people and learning from these meetings, Custis is also visiting each of the 78 United Way member agencies in Northeast Florida. He says, "I'm impressed with the effectiveness and efficiency of the various agencies — and with their commitment to their individual missions."



Custis wants contributors to know how he values their support of the United Way. "I want people to know that their donation makes a difference. Every donation makes a lot of caring possible,

and provides the means to touch people's lives," he says.

Custis is also working to help people better understand the mission and purpose of United Way. "We don't want people to see us as a large, impersonal organization. We are a caring organization with a clear responsibility to serve the community. We want each contributor to feel good about their participation in the United Way, to feel good about touching lives." ■

Regions Go "Above And Beyond" With Fund-Raising Efforts

All United Way agencies depend on volunteer help throughout the year to raise the millions of dollars participating agencies need to carry out their missions, and this year is no exception. In fact, the need for contributions is even greater this year since state and federal funding of United Way agencies was down last year.

Employees in the West Coast Region's Tampa office answered the United Way's call for help in a big way. In an effort to increase contributions to the United Way, seven employees from the West Coast Region joined others in their community and spent the month of July and part of August contacting area businesses on behalf of the United Way.

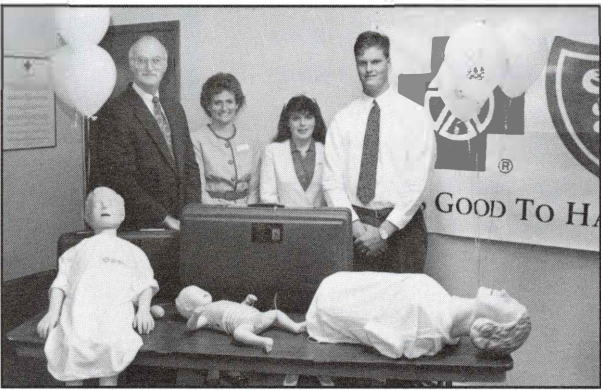
The United Way provided on-site training for BCBSF employees who volunteered for the project. Each of the employees then contacted five companies urging them to make a commitment to run an employee campaign, encourage Keel Club membership and contribute a corporate gift.

The West Coast Region employees worked to enlist 35 companies; a total of 400 companies were contacted during the community-wide effort. These initial contacts are now being followed up by local corporate executives who are on loan to

the United Way to help committed companies run effective campaigns.

"I believe strongly in the United Way," says Jeanne Lauten, director of operations, who organized the BCBSF effort. Previously, Lauten worked for a United Way agency and did volunteer work for several others. "I know how much good they can do."

In addition to Lauten, we are proud to recognize the extraordinary efforts of the following employees: Marina Blanco, Colleen Handy, Linda Pierce, Ken Weatherly, Rick Werner and Patty Wright. They truly fulfilled the theme of their local campaign: "Give Till It Feels Good." ■



BCBSF works with local agencies year-round with support and volunteers. The company recently donated three CPR mannequins to the Pensacola chapter of the American Red Cross.



Q: What is United Way?

A: United Way, a not for profit organization run by volunteers representing the entire community, brings people and organizations together to help others in need. Its mission is "to increase the organized capacity of people to care for one another." United Way meets this mission by working with community organizations to create positive community change and by serving as a leader in addressing community problems. United Way raises funds for many local programs and agencies which provide a broad range of health and human services throughout the community.

Q: Why is there a United Way?

A: United Way exists because people care and want to help others in need. To make the best use of contributor dollars, United Way holds one campaign each year instead of each agency conducting its own campaign, which would result in numerous appeals at your workplace. By consolidating many fund-raising efforts, United Way saves multiple campaign costs, minimizes the number of appeals and serves our community more efficiently. United Way funding allows agencies to concentrate on what they do best — providing vital services to people in need in our community.

for your information

Steering Committee Sets Tone Of Campaign

The Steering Committee for our United Way campaign works hard to develop a campaign that provides employees with the essential information they need to make an educated decision regarding their personal pledge.

This group, which represents a cross-section of the company, decides how the annual cam-

paign will be structured throughout the company and develops the theme or tone of the campaign. The group uses a team approach to determine the funding strategies and communication vehicles that will be used throughout the campaign and the key messages to be emphasized at rallies. It also makes a recommendation on the amount of the corporate contribution. In general, the committee serves as a sounding board for the company's participation in the United Way and welcomes employee

feedback on the campaign.

The committee of 17 people is comprised of officers, directors and exempt and non-exempt employees from a variety of departments and divisions throughout the company. By serving on the committee, members not only demonstrate their willingness to donate money, they also show their willingness to offer their time and talents to make our United Way campaign a well-run, informative and successful experience for everyone involved. ■

Participating on the Steering Committee are:

- **Tom Albright** (United Way Board Member), Senior Vice President & Chief Marketing Executive
- **Paul Jennings** (Campaign Chairman), Vice President, Direct Markets
- **Tony Hubbard** (Campaign Co-Chairman), Vice President, National Business Operations
- **Patricia Williams** (Campaign Co-Chairman), Vice President,

- Medicare Part A
- **Ernie Brodsky**, (1993 Chairman), Vice President, Northeast Region
- **Tom Dunn**, (1992 Chairman), Vice President, National/Corporate Accounts Operations
- **Harold Barnett**, Public Relations
- **Bob Grant**, Corporate Management Information & Reporting
- **Ralph Greene**, Medicare B Customer Service
- **Birgit Humziker**, (Campaign Assistant) Employee Services

- **Joyce McCall**, Public Relations
- **Karen Morris**, (Campaign Coordinator) Employee Services
- **Roger Morton**, Advertising & Creative Services
- **Sharon Pastorius**, Public Relations
- **Christine Sauter**, Employment and Employee Relations
- **Karl Smith**, FEP/OCL
- **Naomia Thomas**, Telemarketing
- **Gail Upson**, Medicare B Written Inquiries



Q: What happens to my money?

A: Every penny of your gift stays in our community supporting local programs and services which help people most in need. Our United Way helps children in crisis, teenagers at risk, families in crisis, the hungry and homeless, and the sick, elderly and disabled.

Q: How is United Way making sure my money is well spent?

A: United Way volunteers make certain your money is well spent by maintaining low administrative costs of 13 percent, all of which are being covered by several organizations designating their corporate contributions to cover these costs. The overhead pays for such items as rent, office supplies, insurance, salaries and printing. To be further accountable, United Way uses volunteers to review all of the internal financial systems and expenses. These volunteers make sure that all of the money is being spent in the best way possible. In addition, United Way also uses volunteers to review every agency and program receiving funding from United Way. These volunteers assure that the money you have invested in United Way is being well spent, right at home.

cover continued

continued from page 4

services and to act when natural disasters strike," says Karen Morris, campaign coordinator. "In the aftermath of Hurricane Andrew and the flooding in the Midwest, we saw our dollars at work. The American Red Cross, a United Way agency, provided crucial assistance and relief during both disasters."

But our donations also help United Way agencies offer a helping hand and caring touch during crises that occur everyday. For \$2 per week we can provide 228 nutritious, hot meals to a hungry and homeless person. For just \$5 a week we can provide a month's worth of intense and necessary counseling sessions to a family in crisis.

All of us can take comfort in knowing that our dollars are well spent and that, if we or our families face a crisis, United Way agencies will be there to lend a helping hand.

A Few Changes in the Campaign

Following last year's campaign, focus groups of employees from various areas of the company were asked to make suggestions to improve the way the campaign is organized and run. This year's United Way Steering Committee reviewed employees' comments and suggestions and is incorporating the following suggestions into this year's campaign: Whenever possible, United Way rallies will be presented during regularly scheduled two-way



New features are employed in this year's United Way rally based on employee feedback.

communication meetings; and pledge cards will be distributed with envelopes for the heightened comfort of employees. In addition, this year's campaign introduces the "community shareholder" program, which provides additional recognition to employees who donate 1.5 per-

cent of their annual salary. Employees donating at this level receive a community "share" certificate, similar to a stock certificate, symbolizing their investment in the community by their support.

Touching Lives

BCBSF employees around the state have an incredible opportunity this month to touch the lives of so many in their communities by giving to the United Way this year. "We know our employees are always ready to help by giving time, money and effort to the United Way," says Jennings. "Through your support, you can reach out to your community and proudly say, 'I touched a life.' " ■

Although many charities seek our support, says Jennings, we channel most of our support through the United Way because its values and beliefs are consistent with our views on community support.

in the spotlight continued

continued from page 3

Beverly became involved in the program when a relative shared her rewarding experience with Learn to Read. She learned more about the disability, and discovered that those who can't read are often the victims of circumstances that prevented their attending school as a child. "When I heard that there was a waiting list of students, it really broke my heart. I immediately volunteered to be a



Lynda Goldman

teacher," says Beverly. She spends one hour twice weekly teaching her student.

Like Lynda, Dennis, Mark and Beverly, everyone who has found time to volunteer at a United Way agency has a heartwarming story to tell. If you'd like to "write" your own story, make a phone call to your local United Way volunteer office. In no time at all, you'll have the privilege of touching a life. ■